



Australian Government

ICP50410 Diploma of Printing and Graphic Arts (Management/Sales)

Release: 2

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Modification History

Release	Comments
Release 2	<p>This version released with <i>ICP10 Printing and Graphic Arts Training Package version 2.0</i>.</p> <p>Imported elective units updated with the most current equivalent.</p>
Release 1	<p>This Qualification first released with <i>ICP10 Printing and Graphic Arts Training Package version 1.0</i>.</p>

Description

This qualification applies to individuals who possess a sound theoretical knowledge in sales management and demonstrate a range of managerial skills to ensure that print production and sales functions are effectively conducted in an organisation or business. Typically they would have responsibility for the work of other staff and lead teams in conducting sales campaigns.

Job Roles

- Manager, administration and sales.

Pathways Information

Pathways into the qualification

Candidates may enter the qualification with limited or no vocational experience and without a relevant lower level qualification. However the preferred pathway for candidates entering this qualification is one of the following qualifications:

- ICP40110 Certificate IV in Printing and Graphic Arts (Graphic Pre-press)
- ICP40210 Certificate IV in Printing and Graphic Arts (Multimedia)
- ICP40310 Certificate IV in Printing and Graphic Arts (Printing)
- ICP40410 Certificate IV in Printing and Graphic Arts (Print Finishing)
- ICP40510 Certificate IV in Printing and Graphic Arts (Mail House)
- ICP40610 Certificate IV in Printing and Graphic Arts (Management/Sales).

Licensing/Regulatory Information

There is no direct link between this qualification and licensing, legislative and/or regulatory requirements. However, where required, a unit of competency will specify relevant licensing, legislative and/or regulatory requirements that impact on the unit.

Units in Qualification with Prerequisites

Code and title	Pre-requisite units required
ICPSU458C Monitor production workflow	ICPSU216C Inspect quality against required standards

Entry Requirements

There are no entry requirements for this qualification.

Employability Skills Summary

The following table contains a summary of the Employability Skills required for this qualification. The Employability Skills facets described here are broad industry requirements that may vary depending on qualification packaging options.

Employability Skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none">• accurately using correct printing industry terminology and vocabulary• writing and disseminating reports on customer service performance
Teamwork	<ul style="list-style-type: none">• developing and implementing consultation processes with employees• managing strategies to facilitate effective workplace relationships
Problem solving	<ul style="list-style-type: none">• adjusting costings based on discrepancies between the estimated and actual costings• maximising efficiency of capital and human resources during different jobs
Initiative and enterprise	<ul style="list-style-type: none">• continuously evaluating processes and recommending changes for improvement• developing strategic networks
Planning and organising	<ul style="list-style-type: none">• performing strategic and operational planning
Self-management	<ul style="list-style-type: none">• adjusting own interpersonal style and methods to suit the situation• treating people with integrity, respect and empathy to develop trust and confidence
Learning	<ul style="list-style-type: none">• obtaining feedback on customer satisfaction on an ongoing basis
Technology	<ul style="list-style-type: none">• using technology to assist with the management of information

Packaging Rules

Total number of units = 20 units

4 core units *plus*

11 elective units from Group A *plus*

5 elective units from Group B.

Up to **2 elective units** from Group A can be substituted with Group B elective units listed below.

2 elective units must be selected from the Group B elective units listed below.

Up to **3 Group B elective units** may be selected from the remaining elective units or from other qualifications at the same qualification level or one level higher in this Training Package or any other endorsed Training Package or accredited course.

Elective units must be relevant to the qualification level, job role, work outcome and industry requirements. Unit selection is by negotiation and mutual agreement between the employee, employer and the RTO and is based on enterprise and individual needs.

Core Units

BSBSUS501A Develop workplace policy and procedures for sustainability

ICPSU216C Inspect quality against required standards

ICPSU260C Maintain a safe work environment

ICPSU262C Communicate in the workplace

Group A Elective Units

BSBREL401A Establish networks

BSBMKG413A Promote products and services

BSBCUS401B Coordinate implementation of customer service strategies

BSBCUS501C Manage quality customer service

BSBMGT515A Manage operational plan

BSBMGT516C Facilitate continuous improvement

BSBMKG501B Identify and evaluate marketing opportunities

BSBSLS501A Develop a sales plan

ICPKN316C Apply knowledge and requirements of paper and printing processes

ICPKN320C Apply knowledge and requirements of information technology systems in the printing industry

ICPSU455C Supervise and schedule work of others

ICPSU458C Monitor production workflow

ICPSU464C Provide customer service and education

ICPSU553C Prepare production costing estimates

Group B Elective Units

BSBMGT608C Manage innovation and continuous improvement

BSBMKG401B Profile the market
BSBPMG401A Apply project scope management techniques
BSBREL402A Build client relationships and business networks
BSBSMB402A Plan small business finances
BSBSMB403A Market the small business
BSBSMB404A Undertake small business planning
BSBWOR501B Manage personal work priorities and professional development
BSBWOR502B Ensure team effectiveness
ICPPP484C Set up and operate automated workflow
ICPSU485C Implement a just-in-time (JIT) system
ICPSU684C Determine and improve process capability
MSACMC410A Lead change in a manufacturing environment
MSACMT440A Lead 5S in a manufacturing environment
MSAENV472B Implement and monitor environmentally sustainable work practices
MSAPMSUP390A Use structured problem solving tools
SIRXSL008A Develop a sales strategy
SIRXCCS006A Maintain business to business relationships
SIRXCCS005A Manage business customers
TAEASS402B Assess competence
TAEDEL402A Plan, organise and facilitate learning in the workplace